



Administration

**Business
Processes**

**Planning &
Development**

**Information
Technology**

**Marketing &
Community Outreach**

Finance

About:

PRCF Administration division encompasses the core business processes of the department.

Technology

- PRCF completed the selection process for an improved registration and reservation software. The Active Network software will be tailored to meet the unique needs of the department and implemented in stages beginning in the Fall of 2013.
- A new Ticketing System was implemented for the Convention Center and Amphitheater. The Ticket Mob system will help streamline the sale and marketing of show tickets offering a more user-friendly design for customers.



CAPRA

The department successfully completed the Self-Assessment Workbook and on-site review of documentation required to attain national accreditation through the Commission on Accreditation of Park and Recreation Agencies. Final review and award of accreditation status will take place in October of 2013.

Marketing & Community Outreach

- Completed a full year cycle of digital on-line brochures for customers
- Printing and distribution of a Spring & Summer Activity Guide to 125,000 residents
- Representation at community outreach events including Building Strong Neighborhood events, Council Breakfasts, and a variety of city sponsored special events



Finance & Personnel Services

Financial and management staff worked closely with city-wide initiatives to develop and implement City-Edge, supporting all financial and personnel service data for the city. Staff attended over 3,000 hours of training and database development in preparation for this very significant process improvement to business functions for the City of Mesa.

Capital Improvement Projects/Bond Projects

PRCF fostered support for a \$70 million dollar bond initiative that was successfully passed by vote on the November 2012 election ballot. To date:

- Completed a full year of construction management for Riverview
- Acquired 8 acres of new park land for Monterey Park
- Opened 10 construction projects for public bidding
- Only got stuck in the mud at Riverview 5 times





Adaptive Recreation

[Special Events](#)
[Programs & Classes](#)
[Inclusion](#)
[Partnerships](#)

About:

PRCF Adaptive Recreation offers programs, classes, special events, and inclusion services for participants with physical or intellectual disabilities or requiring special accommodations.



Programs & Classes — Summer Camps

The 2012 summer was the largest camp season to date with 140 campers attending Fiesta. Wiggles and giggles, a new pre-school program for toddlers with disabilities is also at capacity for all summer sessions. The program Monday-Thursday for 6 weeks in June and July.



Special Events

Co-hosted the 2012 National Junior Disability Championships, July 21-28. 115 junior athletes ages 7-21, with various physical and visual disabilities, from 12 different states and 3 countries; including as far away as Thailand competed in 6 different sports.

Co-hosted the 2013 Desert Challenge games, one of six Grand Prix style sanctioned events for the International Paralympic Games. The event locations include: Dubai, UAE, Beijing, China; Sao Paulo, Brazil; Grosseto Italy; Mesa, Arizona, USA and Berlin, Germany. This year's event had the highest participation with over 250 coaches and athletes participating.



Partnerships

Promoted a sense of community by partnering with The East Valley Special Cooperative to provide special events for participants 16 years of age and older with disabilities. The "You Look Marvelous Fashion Show" raised \$11,000. Sponsors for the show this year included Kohl's Department Store, Desert Club, Sweet Cakes, and Avalon Beauty School. The event had 63 models this year.



Athletics

[Adult Sports](#)
[Youth Sports](#)
[CYG](#)
[Sports Field Rentals](#)

About:

PRCF Athletics is composed of adult sports leagues, youth sports leagues and special events, community youth group field usage, field light allocations and sports complex field rentals for programs, tournaments and private rentals. Athletics programs and facilities provide a safe place for people to play and recreate, while promoting healthy lifestyles.

Photos:



Adult Sports

Delivered recreation experiences that inspired healthy lifestyle by offering adult leagues in softball, senior softball, flag football, volleyball and kickball, with over 172,000 participants on over 1,200 different teams.



Youth Sports

Presented league sports and instructional camps in flag football, la crosse, soccer, touch rugby, basketball, volleyball, multi-sport, field hockey, fencing, handball and badminton. Presented four youth sports special events including the "Splish, Splash and Dash" youth duathlon with 113 participants. These programs inspired youth and their parents to participate in activities that promote health and well being.



CYG and Sports Field Rentals

Promoted a sense of community by partnering with 26 community youth groups and allocating 75 fields at 25 locations to facilitate sports field use for over 3000 youth.

Provided sports field use for internal and external programs and tournaments, and generated over \$600,000 while providing a safe place for people to recreate.



Aquatics

Special Events



The Grand Prix , a 4 day event hosted at Skyline Pool, included 280 swimmers/Olympic Swimmers, 40 coaches, and 100 officials/staff and generated an attendance of 3,900 spectators. The estimated economic impact to Mesa for this event is \$298,000. Media coverage included 9 Arizona Republic articles, 10 Swimming World Magazine articles, 33 Swimming World Videos posted online, continual coverage by Universal Sports Network, and 1,768,300 twitter followers.

[Public](#)
[Competitive](#)
[Lessons](#)
[Training & Recruitment](#)
[Partnerships](#)

About:

The Aquatics division manages a regional system of nine city pools, bringing the enjoyment of water activities to city of mesa residents. Through partnerships with Mesa Public Schools, and club teams the Aquatics division is able to offer a diversity of programs and services from lessons and safety programs to competitive dive, swim, and synchronized programs.

Photos:



Training & Recruitment

To insure the highest quality of trained staff:

- 141 potential new lifeguards were evaluated through skills testing
- 98 returning staff attended Lifeguard Skills Test Review
- 191 summer staff were re-certified in Lifeguarding, CPR/AED

Jr. Lifeguard Volunteer Program

Planning and investing for the future is the theme of the Jr. Lifeguarding program:

- 283 Jr. Lifeguards were trained and assisted pool operations
- 19,102 volunteer hours of service were provided
- \$376,518 worth of in-kind services helped improve and extend services to mesa residents.

Swim Lessons

Preparing mesa for enjoying the life-long benefits of swimming and water sports:

- 9,768 participants attended swim lessons
- 938 lesson scholarships were distributed and
- 29 competitive scholarships were offered through Making Waves

Competitive Programs

Offering Mesa residents the life-long benefits of swimming and water sports:

- 20% increase from 2011/2012
- 2110 Swim Team athletes
- 324 Diving athletes
- 224 Synchronized Swimming athletes
- 120 Water Polo athletes



Red Mountain Center

Operations

Fitness

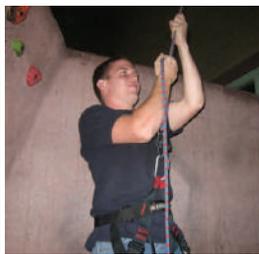
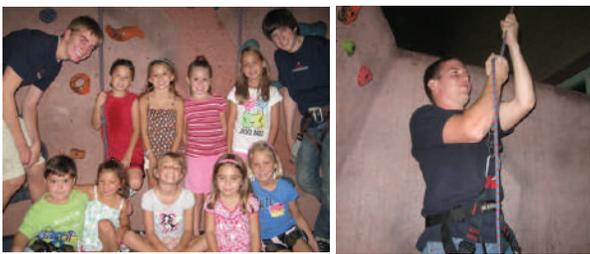
Special Interest

And More!

About:

The Red Mountain Center offers group fitness and wellness classes, walking track, climbing wall, youth activity center, kids club, fitness center, gymnasium and special interest classes. The facility has been open since 1999 and is a 65,000 square foot facility that offers a safe place for people to play, celebrate, contemplate and recreate.

Photos:



Facility Operations

Provided a safe place to play, celebrate, contemplate and recreate for over 3,500 pass holders and had a total of 196,000 participant uses. The RMC offers year-round activities and facility rentals for the community.



Fitness & Wellness Programs

Delivered recreation that inspired healthy lifestyles by offering 98 group fitness classes per week (5096 classes per year). Classes offered include: Zumba, yoga, Pilates, step, cycling, boot camp, meditation, kick boxing and sculpting.



Special Interest Programs

Delivered recreation that inspired personal growth by offering 384 classes with over 14,300 participant uses. Classes offered include: music, tumbling, literacy, language, pre school learning, communication, creativity, Lego building, pet CPR, babysitting, cake decorating, film, photography, ballet, jazz, tap, ballroom, hip hop, hula, belly dance, soccer, baseball, karate, aikido, tai chi and capoeira.



Recreation

Summer

Special Events

Fun n Fitness

Volunteers

About:

PRCF offers a wide variety of programs and services to meet the unique needs of our community. The Summer Recreation programs provide camps for youth during summer break. The Fun n Fitness mobile recreation program extends the reach of services by traveling to underserved areas in the community. Special Events offer free activities and entertainment for the whole family, and offer information on all city services. The volunteer program allows the department to provide more with the existing resources.

Photos:



Summer Recreation

Summer Recreation programs were redesigned to meet the ever changing needs of our community. Specialty camps were added, as well as programs for pre-school age children. Attendance numbers increased by over 500 children to serve a total of 1635 campers in 2012

Fun n Fitness

The Fun and Fitness mobile recreation program exceeded expectations with an annual participation reaching over 6,650 youth in the 12/13 school year. Fun and Fitness provides active recreation 3 days per week, in underserved areas of our community. The program is free of charge, and is designed for children 6-12 years of age.

Special Events

Over 13,000 people attended the two Celebrate Mesa events during this past year. Celebrate Mesa is the department's signature special event offering rides, activities, games and entertainment for the whole family. Booths from all city

Volunteers

Mesa Parks, Recreation and Commercial Facilities had 3769 volunteers serving over 78,750 hours during 2012/13. This equates to a savings of \$1,654, 458 dollars in labor expenses. Volunteers assisted with programs, special events, park clean-ups and a variety of projects including four Eagle Scout Projects.



Reservations & Registration

**Ramada
Reservations**

**Class
Registration**

**Fee
Assistance**

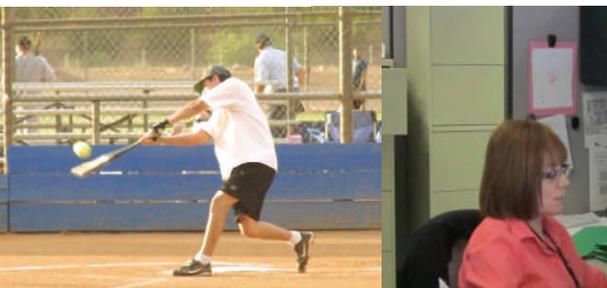
**Park
Permits**

**Park
Ambassadors**

About:

PRCF Reservation & Registration (R/R), handles the majority of class registrations, ramada and facility reservations, as well as special permits and beer permits for the department. R/R manages the fee assistance program, facilitates, class and program data entry, and assists with data management for marketing and promotional needs.

Photos:



Fee Assistance

The fee assistance process has been streamlined in 2012/2013 creating a more efficient and user-friendly system. There are currently 306 families receiving fee assistance or approximately 1530 children.

Class and Program Promotion

Successfully worked with all program areas to obtain activity information for the new digital brochure. This brochure allows customers to access all the program and facility info on line and assist customers in making informed decisions on the programs which they are purchasing

Park Ambassador Program

Completed the first year of the Park Ambassador program. This new initiative placed staff at six park locations, with the highest reservation volume on weekends and holidays, October through June. The Park Ambassadors serve as "park hosts", cleaning and preparing ramadas, interacting with park patrons, and initiating any needed maintenance requests. The Park Ambassador program resulted in more reservations in the park ramadas and more satisfied customers. Customer satisfaction increased to over 90% since the initiation of this program with a corresponding decrease in requested refunds from customers.

Riverview





Community Recreation Centers

[Activities](#)
[Clubs](#)
[Special Events](#)
[And More!](#)

About:

The Jefferson and Webster Recreation Centers offer year-round activities, clubs, classes and special events to the local community. These facilities are partnerships with Jefferson and Webster Elementary Schools, and provide a safe place for youth to recreate, socialize and celebrate.

Photos:



Facility Operations

Provided a safe place to play, celebrate, contemplate and recreate for over 500 semester pass holders and had a total of 48,300 participant uses. Increased total participant uses by 7%, in addition to the 23% increase experienced the previous fiscal year.



Clubs

Due to popular demand, special activity clubs, were offered at each center. Clubs included running, photography, dance, art, lego, fuse bead, mural, and cooking. These clubs offered additional recreational experiences for youth who were interested in specialized activities.



Special Events

Offered two family special events at each center which provided healthy socialization while promoting a sense of community. Over 3,000 community youth and residents attended the events which offered games, activities, face painting, fun photos, inflatables, raffles and entertainment.


[Park Inspections](#)
[Special Events](#)
[Training](#)
[Enforcement](#)

About:

The City of Mesa Park Ranger program was established in 1987, when it was the first of its kind in the valley. The mission of the Park Ranger program is to reach out to all park visitors with information and support that will enrich their recreational experience and provide a pleasant, safe park environment.

Photos:



Park Inspections

The four full time Park Rangers work various shifts to cover high-volume park use time periods throughout the week. Rangers conduct more than 2500 park inspections annually throughout the 58 parks, 133 retention basins, various sports complexes, recreation centers, convention center, amphitheater, cemetery and pools.

Special Events

The Park Rangers are always popular at city-wide and department special events. Rangers use these opportunities to interact with citizens, build relationships with park users, and foster the attention of Mesa youth. Rangers attended over 12 special event functions in 2012-2013.

Training

Park Rangers take part in regular training related to law enforcement, emergency response, crowd management, and dealing with the homeless population. In addition the Rangers assist PRCF staff with seasonal staff training in emergency and safety procedures.

Enforcement

Park Rangers partner with Mesa Police to ensure appropriate park use and spend a great deal of their time educating the public about park rules and City Code. The Rangers also respond to citizen calls and concerns, respond to facility alarms, and take part in Mesa's Hydration Program.





Convention Center & Marketing

**Concerts &
Events**

WingStock

Marketing

**Capital
Projects**

About:

The Mesa Convention Center features 40,000 sq ft of meeting and event space including 19,000 sq ft exhibit hall, and an additional 40,000 sq ft of outdoor function space. Ovation Food Services offers personalized catering for a variety of diverse events. Known for its great location, superb acoustics, and tiered lawn, the Mesa Amphitheatre offers an outdoor venue with a seating capacity of 5,000, and attracts both local and national acts.



Concerts & Events

Offering the Mesa community top notch meeting and performance space, the Mesa Convention Center and Amphitheatre:

- hosted more than 223,400 visitors
- realized more than \$630,550.00 in gross concert tickets revenue
- sold more than 23,430 total concert tickets

WingStock

The 3rd annual chicken wing festival, *Wingstock: Where Music and Chicken Meat*, was held on March 30th at the Mesa Amphitheatre, and was a great success. Attendance increased and more than 17,500 chicken wings were consumed at the event. The 4th annual Wingstock festival is scheduled for April 19, 2014.



Marketing

From July 2012 through April 2013, social media presence has been dramatically increased. Additional Facebook pages were created for some areas (Dobson Ranch Golf Course, Parks and Recreation, Mesa Convention Center), and cumulative 'likes' has increased and average of 41% for the various pages. Social media has proven to be a fast, cost effective and convenient way to disseminate information and promote programs and events to targeted audiences.



Capital Improvement Projects

To keep meeting and event space viable and in top condition:

- more than 6460 sq ft of courtyard space was added to Building A



Golf & Cemetery

**Dobson Ranch
Golf Course**

**Dobson Golf
Lessons & Leagues**

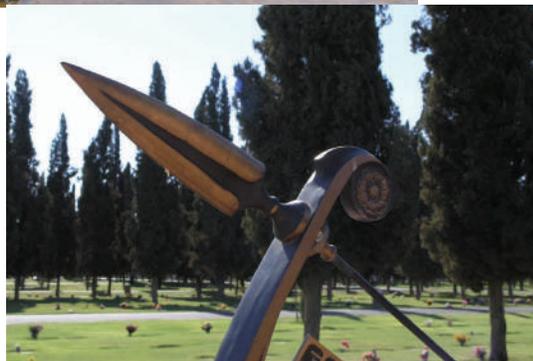
Mesa Cemetery

**Capital
Projects**

About:

Since 1974, Dobson Ranch Golf Course has offered Mesa residents and visitors a par 72, premier 18 hole championship course featuring mature trees and large greens. The full-service restaurant, lighted driving range and affordable rates make Dobson Ranch a popular recreation destination. The Mesa Cemetery has been providing the community with burial and memorial resources since 1891. This 69.6 acre property offers the highest level of care for the dignity of those buried there and their families.

Photos:



Dobson Ranch Golf Course

To provide Mesa residents and visitors the highest level of golf play, Dobson Ranch Golf Course offers:

- 145 acres, 18 hole championship course
- 6,712 yards of tree-lined fairways
- 25 stall, lighted driving range and lighted practice facilities
- Full service restaurant and sports bar
- 9,145 square feet of event space

Lessons, Tournaments, Leagues, Rounds Played

To support the large demand for play in Mesa, Dobson Ranch Golf Course and professional golfing staff provide:

- 70,000 rounds of golf annually
- 20,000 golf lessons
- Free Jr. golf clinics
- Host 200+ tournaments annually
- Offer weekly men's' and woman's league play with 120 participants

Capital Improvement Projects

Keeping facilities safe and in top condition is a continuous effort involving:

- Cemetery expansion of 3.15 acres and 1,458 new plots
- Dobson lake project to improve water quality and aesthetics
- New retaining wall for tee box on hole 9



Professional Sports Stadiums

HoHoKam Stadium

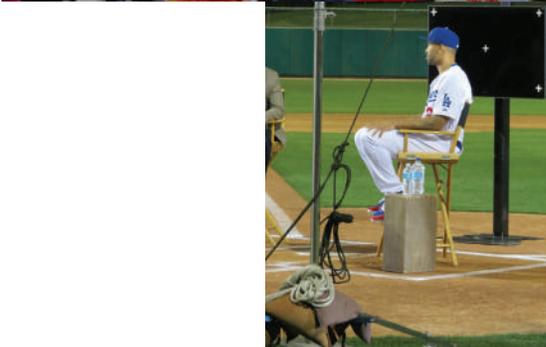
**Chicago Cubs
Spring Training**

**Capital
Projects**

About:

Hohokam Stadium, located just a mile north of downtown Mesa, Arizona, is best known as the Spring Training home of the Chicago Cubs, who came to Mesa in 1952. In addition to Spring Training, Hohokam Stadium is used year round for sports tournaments, festivals, meetings, corporate and social events, and is the home field for the Mesa Solar Sox of the Arizona Fall League.

Photos:



HoHoKam Stadium

The Chicago Cubs have enjoyed 35 years of Spring Training at Hohokam Stadium. In 2013:

- 145,000 fans attended 17 games
- the March 25th game against the Giants was the 3rd highest attended game in Spring Training history at HoHoKam, with 13,374 fans
- The Cubs played the Japanese National team in an exhibition game on March 15

Special Events

The City of Mesa Police Department held their GAIN (Getting Arizona Involved in Neighborhoods) event on October 16th at Hohokam Stadium. More than 400 people attended this yearly event.

A commercial was shot on February 6th at Hohokam for the video game "MLB, The Show". MLB players Matt Kemp and Buster Posey were in the commercial, which was shown on national TV in March and April.

The East Valley Institute of Technology held their Completion Ceremony at Hohokam Stadium on May 21st with more than 7,500 family and friends attending and 1,100 students represented.

Spring Training Attendance History at Hohokam

- 13,465 Cubs vs Giants 3/20/11
- 13,462 Cubs vs Padres 3/27/10
- 13,374 Cubs vs Giants 3/25/13
- 13,327 Cubs vs White Sox 3/27/09
- 13,289 Cubs vs Rockies 3/24/09



Maintenance

**Aquatic
Maintenance**

**Sport Field
Maintenance**

**Park & Basin
Maintenance**

**Capital
Projects**

About:

To help meet the growing demand for recreational opportunities in Mesa, the Aquatic, Park and Sport Field Maintenance division is tasked with the preventative maintenance of existing facilities, as well as the planning and development for improvements and renovations to both existing and new department assets. The diversity of facilities ranges from undeveloped open desert properties to parks, basins, pools, sports complexes and professional sports stadiums.

Photos:



Aquatic Maintenance

To help keep the 9 pools safe, functional and aesthetically pleasing year-round, this division maintained:

- 539,708 square feet of Aquatic Facilities
- 5,300,810 gallons of treated water
- 91 aquatic facility inspections performed

Sport Field Maintenance

To support the large number of sport teams and programs in Mesa, this division

- performed 245 sport field inspections
- completed 6,540 field preparations for games

Park Maintenance

Keeping parks and basins in top condition for the enjoyment of Mesa residents involves maintaining:

- 1,209.25 acres of property
- 816.78 acres of turf
- 606 park inspections

Capital Improvement Projects

Keeping facilities safe and in top condition is a continuous effort involving:

- planting 328 trees
- transforming 116,000 sq ft of turf to xeriscape
- Replacing 63 pieces of playground equipment
- and 27 pieces of refurbished playground equipment
- installed shade at Skyline, Countryside & Red Mt. play grounds



07/18/2012